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WHAT'S AHEAD IN HOME DEMONSTRATION WORK?

Second Report of  
National Committee of State Home Demonstration Leaders  
Chicago, Illinois  
December 11 - 12, 1946

FOREWORD

Consideration given to the future of home demonstration work by the National Committee of State Home Demonstration Leaders, together with the Committee's recommendations, mark a distinct step forward in extension program development. The objectives of home demonstration work, as set forth in this report, are impressive, indicating the breadth of the program as it affects family and community life.

Extension programs grow out of the needs and problems of rural people which, in some respects, vary considerably but in others are outstandingly similar across the nation. A good example of the latter is the rural health program. Leadership given by home demonstration workers in this field is a major contribution to the general welfare of our rural population.

The National Committee, in addition to thoroughly appraising established home demonstration programs, places emphasis on certain less familiar fields. These include assisting rural people in the study and understanding of efforts being made for world peace as well as problems of public policy of local and regional significance. The Committee looks forward to a stronger extension program in family life, paying special attention to the emotional growth of children and psychological adjustment of youth and adults. I am happy to note also that home demonstration leadership will be forthcoming in a newer field of extension endeavor which I am referring to as "Life's Cultural Satisfaction." Rural people are sensing a definite need for this type of program with which I am quite certain that home demonstration work will find itself increasingly concerned.

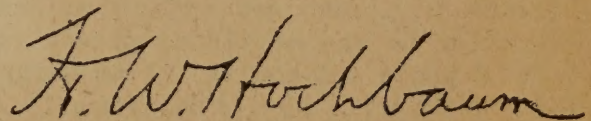
*M. L. Wilson*

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Director of Extension Work

✓ Division of Field Coordination  
✓ Cooperative Extension Service  
✓ United States Department of Agriculture



The National Committee of State Leaders of Home Demonstration Agents is one of three national committees organized by the Division of Field Coordination in cooperation with State directors of extension. The others are a National Committee of State Leaders of 4-H Club Work; and a National Committee of Assistant Directors and County Agent Leaders. All have worked closely with this Division in exploring the needs of people, particularly in the postwar years. All have seen the newer and greater responsibilities and opportunities which extension should accept. All have made excellent recommendations which already are greatly affecting county extension programs. The reports of these three national committees will make for greater coordination and unification of county extension work. The members of these committees have worked hard and well. I should like to commend the results of their efforts to all interested in the still further development of extension work.



H. W. Hochbaum, Chief  
Division of Field Coordination



This is the final report of a committee of State home demonstration leaders meeting in Chicago, December 11, 12, 1946. The first meeting of the committee was held in Washington, September 24-28, 1945. A progress report was issued following that meeting.

The committee was called to:

1. Consider some of the problems in the rapidly expanding field of family and community life.
2. Explore possible solutions to these problems.
3. Consider possible needed changes in organization and policies of Extension work to better adapt it to the most important needs of today and tomorrow.
4. Outline ways in which Extension can strengthen the organization and functioning of its own staff and improve relationships among its members.
5. Draft recommendations and plan for further consideration by staff members in States and regions of these and other problems of concern to rural families.

Committee members were the same as in 1945 with the exception of Miss Myrtle Weldon who replaced Miss Ruth Current, on leave for study at the time of this meeting. Miss Minnie Price succeeded Miss Lella Gaddis as one of the representatives of the Committee on Extension Organization and Policy. Dr. Lucile Reynolds did not participate since she is not with the Extension Service at this time. In addition, Miss Georgiana Smurthwaite of Kansas participated in the December 1946 meeting.

Mrs. Burns was elected chairman at the 1945 meeting and Miss Heywood secretary. At the request of the committee, they were asked to serve again for 1946. The committee members were:

Mrs. Kathryn VanAken Burns, Illinois - Chairman  
 Miss Norma M. Brumbaugh, Oklahoma  
 Mrs. Verna J. Hitchcock, Wyoming  
 Miss Nora M. Hott, South Dakota  
 Miss Gertrude Humphreys, West Virginia  
 Miss Mary Keown, Florida  
 Miss Marjorie E. Luce, Vermont  
 Miss Claribel Nye, California  
 Miss Minnie Price, Ohio  
 Miss Helen Prout, Colorado  
 Miss Frances Scudder, New York  
 Miss Myrtle Weldon, Kentucky  
 Miss Florence L. Hall, Federal Extension Office  
 Miss Mena Hogan, Federal Extension Office  
 Miss Madge J. Reese, Federal Extension Office  
 Mr. H. W. Hechbaum, Federal Extension Office  
 Miss Eunice Heywood, Federal Extension Office - Secretary

The following sub-committee reports complete the work of the National Committee of State Home Demonstration Leaders.



Home demonstration work has for its ultimate aim better living, and the development of a well informed people equipped to appraise and handle changing problems in family and community life.

Home demonstration work is a continuing program of education in all aspects of home and community life and contributes to changes in knowledge, skills, and attitudes. It is a cooperative program developed democratically and based on needs and problems recognized locally by the people themselves.

The objectives of home demonstration work include:

1. To assist families with problems of family relationships; the physical, mental, and emotional growth and well-being of children; the development and adjustments of youth; and the role of the family in community life.
2. To assist families to wisely manage as well as to obtain an income adequate to support a satisfactory level of family living.
3. To improve the nutritional and health status of people through planned home food production, conservation, and use, based upon dietary needs.
4. To assist families to improve the house and its furnishings that these may contribute the maximum to the comfort, health, and satisfaction of family living.
5. To improve living through better household facilities, rural electrification, labor saving equipment and methods of work that conserve the time and effort of family members.
6. To assist families--youth and adults--to be appropriately and attractively clothed at moderate cost.
7. To develop the creative ability of people through recreation; handicrafts; home grounds improvement; and other individual, family, and group activities that will add to the satisfactions of rural life in the home and community.
8. To help people to be aware of the part they can play in making their community a wholesome and attractive place in which to live, with adequate facilities for education, recreation, social and spiritual development.
9. To develop among people an awareness of the needs of youth in a rural community, and to help them provide for these needs through 4-H Club work and other youth activities.
10. To promote good health practices in the family and community, to encourage people to study local needs for health facilities and to develop ways for obtaining them.
11. To assist families to be better informed consumers.
12. To develop leadership abilities among adults and youth.
13. To cultivate an appreciation of the opportunities and values in rural living.
14. To develop an understanding of and participation in local, State, national, and international affairs.

\* This section is a part of the report of subcommittee I, Major Program Emphasis.



## SUB-COMMITTEE I: MAJOR PROGRAM EMPHASIS

A brief appraisal of the present home demonstration program indicates that there is continued interest in the solution of problems in the fields of foods and nutrition, clothing, management, furnishings, home grounds improvement, family life, and a broadening of the housing program.

There is evidence of branching out into newer phases of each of these programs, as for instance the preparation of foods for freezing, consumer education in clothing, furnishings and equipment, family financial planning, work simplification, house remodeling, farmstead planning, and the education of parents in relation to the problems of youth.

There is also evidence of greater activity in newer fields such as health; recreation, especially as it relates to youth development; and the psychological aspects of family life adjustments.

Many phases of the home demonstration program, such as housing, health, and farmstead planning, call for the cooperation of the entire farm family and "across the board" cooperation in the Extension Service; i.e., administrators, supervisors, specialists, and extension agents in agriculture, home demonstration, and 4-H Club work. The development of these coordinated programs mark a significant step forward not only for home demonstration work, but also for the entire extension program.

### Rural Policy and Public Problems

Rural policy and public problems need to be considered from local, national and international viewpoints.

It is recommended that home demonstration workers assist families in the study and understanding of the efforts being made for world peace, such as the programs of UN, FAO, and UNESCO.

Realizing that most county workers have had little training or experience in conducting discussion groups on public problems, it is recommended that plans be developed for training workers in this field.

Since juvenile delinquency is one of the major problems of rural as well as urban areas, it is recommended that rural people be guided in the study of the problems of juvenile delinquency in communities, in counties, and in the State, and to develop programs that will aid in the solution of these problems. The rural aspects report of the National Conference on Juvenile Delinquency will give ideas for the study of the local situation and the suggested plans of action.

Many public problems are local in nature. Some of these which home demonstration workers can encourage local groups to tackle are health; schools; juvenile delinquency; spiritual welfare; public facilities such as electrification, telephones, roads, and parks; and civic improvement.



### Family Life and Needs of Youth

It is recommended that home demonstration workers expand extension programs on family life with special emphasis on factors affecting emotional and mental stability of youth and adults.

Since most home demonstration agents have not had sufficient training in this field, it is important that the State extension staff include a family life specialist trained in psychology who can give agents training and guidance in content and methods of conducting a family life program.

Good results are reported from the use of the 8-point problem solving method and it is recommended that more agents be given a working knowledge of this technique.

### Farm and Home Planning

We recognize farm and home planning as a successful procedure which is helping some farm families to achieve a satisfactory income and level of living. Successful extension teaching in farm and home planning requires administrative approval and support as well as cooperative effort on the part of supervisors, specialists, and county extension agents. It also involves the family approach to the solution of management problems.

It is recommended that home demonstration agents be given such training in the home planning aspects as will enable them to carry their part of the responsibility in the work with families.

It is also recommended that as far as practical extension teaching in farm and home planning be used with groups, rather than with individuals.

It is recommended that a study be made of the organization and progress of farm and home planning in States where the program has been underway for some time by the administrative, supervisory, and subject matter staffs.

### Consumer Education

Due to the increased buying power of rural people, and the urgent need for replacement of consumer goods, it is recommended that the home demonstration program give special emphasis at this time to informing people on the buying of household equipment, furniture, furnishings, and clothing.

As one method of presenting consumer information, attention is called to the "Consumer Speaks" project sponsored by AHFA.

It is recommended that the family financial planning program be related to consumer buying information, especially where large expenditures are involved. This will aid families in evaluating which purchases should come first, and the relative amounts of money to spend.



Since we recognize that the Hope-Flannagan Law #733 provides an opportunity "to conduct and cooperate in consumer education for the more effective utilization and greater consumption of agricultural products," we recommend that home demonstration workers study the successful program now in operation at Cornell University, Ithaca, New York. It is further emphasized that by conducting programs along this line, income to producers is increased while at the same time a higher quality of products is provided to consumers at less cost.

#### Current Problems of Special Groups

In expanding the home demonstration program, it is recommended that consideration be given to the special needs of GI families. These families may be in campus groups, in housing development projects, or in rural areas. The home demonstration program should be adjusted to meet the needs of the families of veterans. They may be reached through the organized home demonstration, or special interest groups.

#### Use of More Leadership in Planning and Executing the Program

Home demonstration workers can be proud of the large number of local leaders trained to plan and put into action community, county, and State programs. We recognize that as the number of leaders is increased, the volume of teaching also increases.

Finding, training, and using an increased number of local leaders is a joint responsibility of county extension agents, supervisors, and specialists. Experienced lay leaders can also assist in finding and enlisting the interest of potential leaders. It is felt that greater emphasis needs to be given to:

1. Increasing the number of leaders for executing an expanding program.
2. Searching out local people whose training and experience qualify them for serving as leaders in the fields of health, housing, public problems, etc.
3. Holding State-wide planning meetings to give the leaders background information, to enable them to do a more effective job of county and community program planning and also to develop a State program.
4. Experimenting with forms of recognition which will serve as a stimulus to more effective leadership, and hence to better execution of the program.

We recommend that the Division of Field Studies and Training study the effectiveness of methods of local leader training, and evaluate results of the work of local leaders in relation to leader training.



## Housing

### I. Introductory Statement

Labor and materials have not been available in 1946 as anticipated; therefore, situation statement outlined in 1945 report remains unchanged.

Housing improvement continues to be important. 1947 will still be a planning year, since materials probably will not be available until the latter part of 1947.

The subject matter emphasis will continue to be on remodeling, although new construction will come into the picture as materials become available. One of the first considerations in all plans will be the function of family living. County programs will continue to highlight kitchen remodeling, sanitation, bathrooms, water systems, electrification, farmstead planning, and yard improvement. House furnishings should be an integral part of the housing program. Handicrafts should aid in improving house furnishings and in making the interior more beautiful and satisfying.

Among methods that have been used successfully in carrying on county housing programs are the following: result demonstrations, meetings with people who are actually doing building or remodeling, training local leaders, labor saving shows, work simplification, and demonstration homes.

### II. Training of Extension Workers in Housing

Training schools for specialists in two regions, East and Central, have been held. Summer schools have been held in Oregon, Colorado, Arkansas, and Oklahoma. It is estimated that over half the States have had training schools for county workers. State and county workers have received additional training at housing programs held in connection with farm and home week, State home economics meetings, and county institutes. The program is of concern to both county agricultural and home demonstration agents and many States did not carry on unless both agents participated.

It is recommended that regional workshops be held in Southern and Western States. It is also recommended that housing short courses of 3-6 weeks in length be continued and if possible conducted at centers designated as "Extension Training Centers."

Where training schools for county workers have not been held, it is recommended that these be held and where already held that follow-up training be given.

### III. Cooperation with Other Divisions of the Land-Grant Colleges; With Other Agencies and Organizations

Research and resident departments of the land-grant colleges have a contribution to make to the Extension program in housing. Extension needs to work in close cooperation with such agencies as the Rural Electrification Administration, the State Department of Health, and the State Department of Education. Relationships should be established with the representative of the building industries.



#### IV. Housing Committee Needed

The committee believes that in each State it would be desirable to have a housing committee made up of representatives of all agencies concerned with rural housing as well as representatives of the resident, research, and extension staff at the college.

In the opinion of the committee, it is also desirable to have an Extension committee on housing to be composed of members of the supervisory and specialist staffs. Working in cooperation with members of the county staff in agriculture and home economics, such a committee would be responsible for formulating an Extension program in housing and for determining the kind of training programs needed.

#### V. Pooling Resources with Adjoining States

In order to make the most effective use of trained personnel, exchange ideas on methods and procedures for working with groups on housing, arrange for collaboration on the preparation and exchange of illustrative materials, it is recommended that conferences or workshops be arranged for workers in adjoining States with similar problems in housing.

#### VI. Assistance Desired from the Federal Extension Office

The Federal Extension office has provided "pilot" planning kits. A total of 15,000 copies are to be printed this year.

It is recommended that the Federal office further help in developing the extension program in the following ways:

##### A. Provide teaching aids such as:

1. Strip films and movies showing house planning and construction
2. Charts comparing the costs of various building materials, such as the differences between building wooden steps or cement steps
3. Exhibits on housing for county and State fairs, highlighting the house in relation to family living, health, and sanitation.

##### B. Prepare current outlook material for the States on the availability of housing supplies.

##### C. States be asked to make suggestions regarding needed research in housing.

##### D. In order that this program become more immediately effective, it is recommended that an architect and home management specialist to develop housing phases be added to the Federal Extension staff.



## Rural Health

### Extension's Part in the Field of Medical Care and Health Facilities

One major factor in retarding the health of rural people is the shortage of doctors, dentists, and the lack of clinics, hospitals and other health facilities in rural areas.

In view of the situation, this committee recommends that the Extension Service broaden the scope of its activities to help rural families recognize their health problems and work toward obtaining the health facilities and services they need.

It is recognized that if a health program is to be effective, it will require the cooperation of all interested organizations and agencies working closely with county and State health departments and other public health services. The first step might be the setting up of an over-all State health planning committee, with representation from all lay and professional groups interested in the health of rural people. If such a committee is already working on the problem, the Extension Service should lend its active support; if not, it might well enlist the cooperation of interested organizations and agencies in forming such a committee.

The comprehensive statement on rural health made by last year's committee can be used as a program guide. For 1947, the committee recommends the continuation of programs leading to the expansion of medical care and health facilities.

The committee commends the progress made in the employment of federal and State personnel and recommends similar expansion by other States.

Continued emphasis in present programs on preventive measures for disease is encouraged as well as nutrition education, clean-up campaigns, sanitation, and improved health practices in homes.

The alarming increase in broken homes, divorce, juvenile delinquency, and the large number of army rejectees for emotional instability, indicates the need for extension programs in family life. We recommend increasing emphasis on extension programs in family relationships and expansion of trained personnel to aid in solving this very real problem of national significance.

Adequate housing facilities have a direct effect on family health and well-being. We recommend that in developing housing programs, the health values be emphasized.

#### Members, Sub-Committee I:

Norma Brumbaugh, Okla., Chairman  
Gertrude Humphreys, W.Va., Secretary  
Claribel Nye, California  
Nora Hott, South Dakota  
Georgiana Smurthwaite, Kansas  
Florence Hall, Fed. Ext. Office  
Mary Rokahr, Fed. Ext. Office



## SUB-COMMITTEE II: CONSIDERATION OF POLICIES AND PROCEDURES

The philosophy of extension work has always been to develop people and to that end place at their command the resources of a program of education to help them to meet the problems of farm and family life. From its beginning the program of home demonstration work has been developed to assist rural families to meet problems that result from social, economic, and technological changes. If extension agents are to continue to give families the assistance they desire and need in the future, those who administer the programs must realize that program content will continue to be based on current problems and situations and long-time objectives rather than on fixed projects. Phases of home demonstration work which have proved valuable over the years will be continued. Rural families today are especially interested in such subjects as: health and medical care, housing, farm and home financial planning, consumer education, parent education and family relationships, child development, recreation, and public policies. These will be emphasized in the home demonstration program. An indication of present trends for home demonstration work may be found in section six of the Post-War Agricultural Policy Report and in the Report of the Committee on the Scope of Extension's Educational Responsibility.

The committee considering policies and procedures makes the following suggestions:

### 1. Youth Programs

- a. The entire program of the extension service will be strengthened when it recognizes the advantages in definite progression from 4-H to older youth programs and then to adult interests and needs.
- b. The program for older youth and young married people should be developed within the present organizational framework of the Extension Service, not as a separate administrative division.
- c. Because the home demonstration agent by virtue of her training and established relations with families has an essential contribution to make to the entire youth program, she should have definite responsibilities in developing and conducting not only the 4-H Club program but also the programs for older youth and young married people.

### 2. Urban Program

Since rural and urban homes have many interests in common, the Extension Service should consider further extending the home demonstration program to urban families. When such programs are developed, it is recommended they be organized as an integral part of the county extension program and additional workers employed to become a part of the existing home demonstration staff.



Before any appreciable amount of urban work can be done, the county extension office will need additional staff. Added funds will be needed for office space, teaching centers, clerical help, demonstration materials and publications as well as additional assistance from the supervisory and specialist staff at the college.

3. Consumer Education

Recognizing the increasing importance of the distribution and use of agricultural products, the home demonstration program has an opportunity and a responsibility to expand greatly the consumer education program, utilizing the present close relationship with rural and urban homemakers.

4. Information

- a. The interpretation of home demonstration work will be better strengthened when well-qualified home economics trained women are employed in the State and Federal information offices. If the home demonstration program is to grow to its greatest usefulness, it is necessary to maintain good public relations.
- b. While recognizing the value of a continuous informational program as superior to one concentrated in a week or a month, we believe home demonstration week, inaugurated in 1946, has sufficient merit to be continued another year.

5. Maintaining and Securing Personnel

In the past year, considerable progress has been made in improving salaries, office facilities, and opportunities for professional advancement. If the home demonstration program is to attract high caliber workers, still more progress must be made in the above areas. It is imperative that we help the home demonstration worker make her job a liveable one with a sense of security.

There needs to be careful analysis of the work load of the home demonstration agent, taking into account:

- Size of county
- Total number of rural homes
- Large urban centers that imply responsibility for various coordinated programs
- Night meetings
- Long working day; long work week
- The continued addition of new activities without dropping old ones.



6. Recruitment for Home Economics

Home demonstration workers have an unusual opportunity and a definite responsibility for acquainting girls and their parents with the opportunities in home economics to the end that more girls enroll for home economics training in the colleges and universities.

Members, Sub-Committee II:

Mrs. Kathryn VanAken Burns, Illinois,  
Chairman  
Frances Scudder, N.Y., Secretary  
Mary Keown, Florida  
Helen Prout, Colorado  
Madge J. Reese, Fed. Ext. Office



SUB-COMMITTEE III: APPRAISAL OF HOME DEMONSTRATION  
ORGANIZATION AT COMMUNITY AND COUNTY LEVELS

The home demonstration program as a part of the entire extension service, shares the responsibility to meet the needs of people of the county. An increased awareness on the part of the people of the possibilities of the program makes necessary an appraisal of the organization, in order that the existing program may be maintained, new and basic problems receive attention, and that individuals as well as groups may receive assistance as requested.

I. Appraisal of Local Home Demonstration Group System

From the beginning the home demonstration program has tended to reach groups of people in two major ways. First, through clubs which have been organized especially for participation in the program and secondly, through groups existing in the community such as P.T.A.'s, church organizations, and groups that come together for a special period of instruction but have no permanent organization.

In addition to the work done through groups, information has been disseminated to individuals by various methods such as radio, news releases, distribution of bulletins, exhibits, home visits, and instruction given by agents or local leaders.

The development of the home demonstration club seems to have been an evolutionary process. In many cases the group that got together for a short period of instruction decided to form a permanent organization. In other cases the club was promoted by the Extension Service as a means of reducing the mechanics of reaching people.

Working through the organized group has been demonstrated to be effective in the following ways:

1. The group meets definite human needs, giving opportunity for social contact, for self-expression, and for recognition.
2. It provides an excellent setting for certain types of instruction with which extension is concerned. According to Thorndyke, people learn more readily in groups to which they are accustomed and of which they are a part.
3. It provides an opportunity for discovering and discussing problems of an individual and community nature and planning programs to meet them. It lends continuity to the program.
4. It makes group action possible and effective.



5. It provides opportunity to each member of the group for leadership development. According to Ensminger, a person never rises to a position of leadership until he or she functions in a group situation.
6. It provides the Extension staff with a group which can advise with them as to content of program and methods of work.
7. It makes it possible for the agent to reach a large number of people with a minimum of time, effort, and expense.
8. It tends to eliminate class distinctions in a community and provides for many neighborhood services. In some rural communities, this is the only group for such action.
9. It provides machinery through which the Extension program can be systematically extended through such ways as:
  - a. Members who share information with non-members.
  - b. Locating new members in the community and interesting them in the extension program.
  - c. Helping to organize new groups where needed.
  - d. Helping sponsor 4-H Clubs and enlisting 4-H leaders.
  - e. Helping to draw older youth and young married people into the program.

## II. Appraisal of Organization Beyond the Community Group

The advantages and opportunities afforded individuals and communities through local groups are enlarged and extended through county, State, national and international organization. Such organization offers a channel through which women may undertake programs of larger scope and provides for leadership of a very high order.

## III. Recommendations

The committee recognizes that while a strong group organization has proved effective, it has limitations in reaching all the women of a county. In order to meet these limitations, we recommend:

1. Since leadership has not yet been developed and used to full extent, that special effort be made to further develop and use local leaders to relieve the home demonstration agent of work involved in maintaining the organization and to carry more of the teaching load.



2. That definite plans be made whereby members of groups more consistently take information to other women.
3. That additional groups be organized considering natural social groupings so that eventually every women may have easy access to a group.
4. Where advisable, special interest groups be organized which may include women from more than one community.
5. That the present plan of a home demonstration agent in every county and one or more assistant agents in the larger counties be achieved as rapidly as possible.
6. With the program expanded both in content and county personnel, there is need for additional supervisory and specialist help. That in obtaining additional specialists, an attempt be made to find personnel with training in fields where the home demonstration work is trying to expand.
7. Home demonstration work has a valuable contribution to make to farm and home planning. It is essential, therefore, with expansion in State and county personnel that plans be developed for farm and home planning to become an integral part of the work of county and State staff members.

We further recommend that in order to justly appraise the value of the Extension program that the present system of reporting be modified.

1. This might be done by including in the annual statistical report only the work done by the agent within the year, with no attempt to estimate the number of changes of practices resulting. The narrative report would continue to include each year evidences of the effects of the program in terms of improved family and community life.
2. State and county staffs should be trained in the techniques of spot checking and opinion surveys as a means of evaluating the effectiveness of their work.
3. By setting up some other system of measuring, at less frequent intervals, by trained analysts, the long-time effect of the program.

We further recommend that all such measuring of effects include such values as:

1. Educational growth as revealed through increased knowledge, improved skills, and changes of attitude.



2. Development of responsible leadership
3. Improved standards of living
4. Better family relationships
5. Better health
6. More awareness of larger problems
7. More community pride
8. Improved community facilities

Such reporting would direct the attention of the staff and the public toward the major objectives and worthy achievements of the Extension program.

Members, Sub-Committee III:

Marjorie Luce, Vermont, Chairman  
Mrs. Verna Hitchcock, Wyoming,  
Secretary  
Minnie Price, Ohio  
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